



Selling From the Design Bench

With Matt George & Jo Palmer GCF (APF) Adv

1st May, 2020

Everyone will be muted when entering the meeting

LARSON · JUHL®

DEVELOP A SALES PLAN



FORMAL



INFORMAL



Selling to One/Few

Hard Sell

- Talk
- Tell
- Sell
- Pitch
- Leave

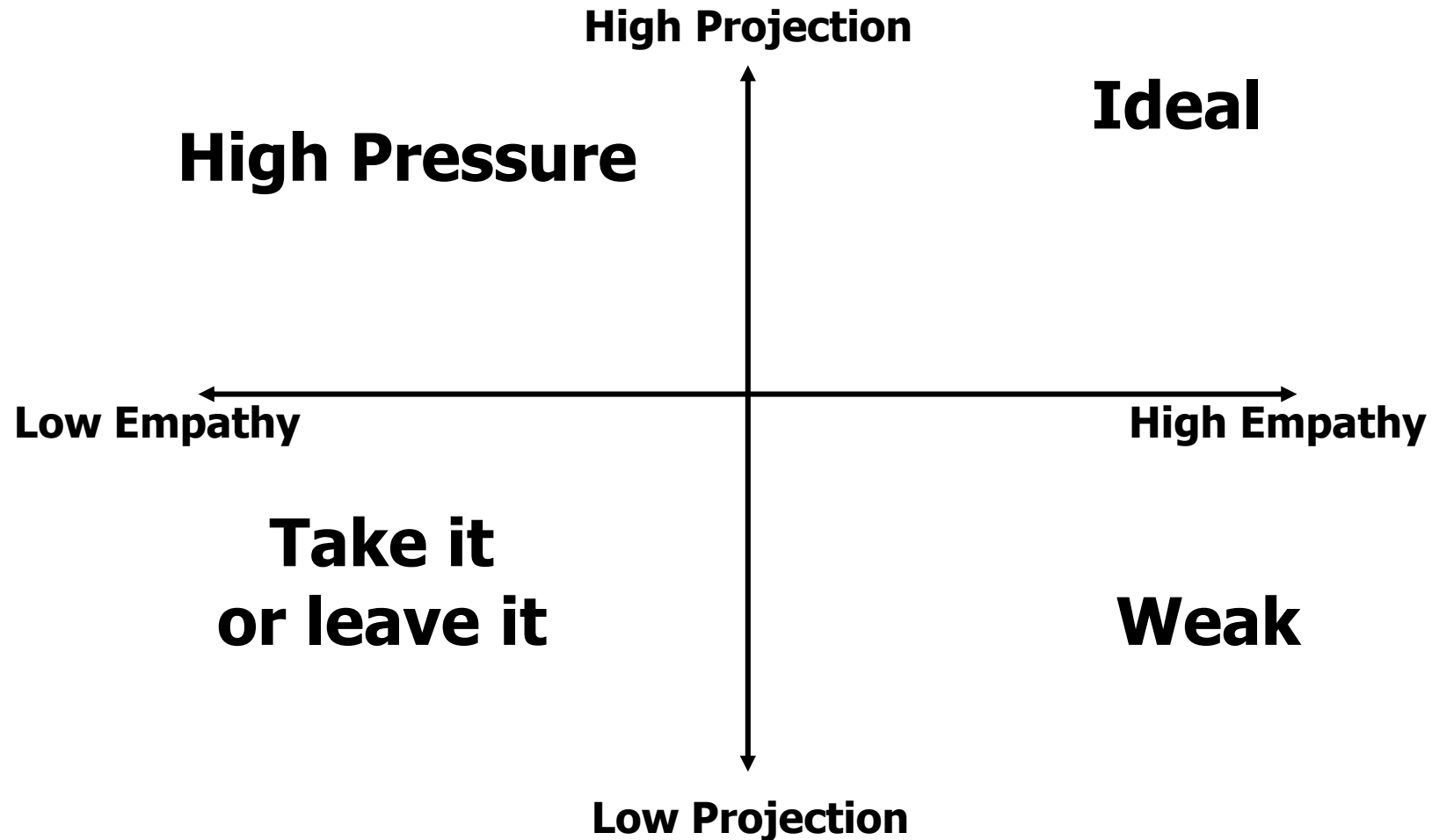


Soft Sell

- Listen
- Ask
- Solve
- Probe
- Close

Creating a positive impression

Empathy v Projection matrix



Using Empathy to relax your customers

“Being attentive to the behaviour of and taking into account the wishes and needs of the other party”

5 Basic rules for showing empathy:

1. **Talk less**
2. **Listen more**
3. **Actively Listen (*listening with your ears, eyes and emotions*)**
4. **Ask more questions (*quantity – to show interest*)**
5. **Asking better questions (*quality – to really understand what you're being told*)**

Using Projection to gain trust and confidence

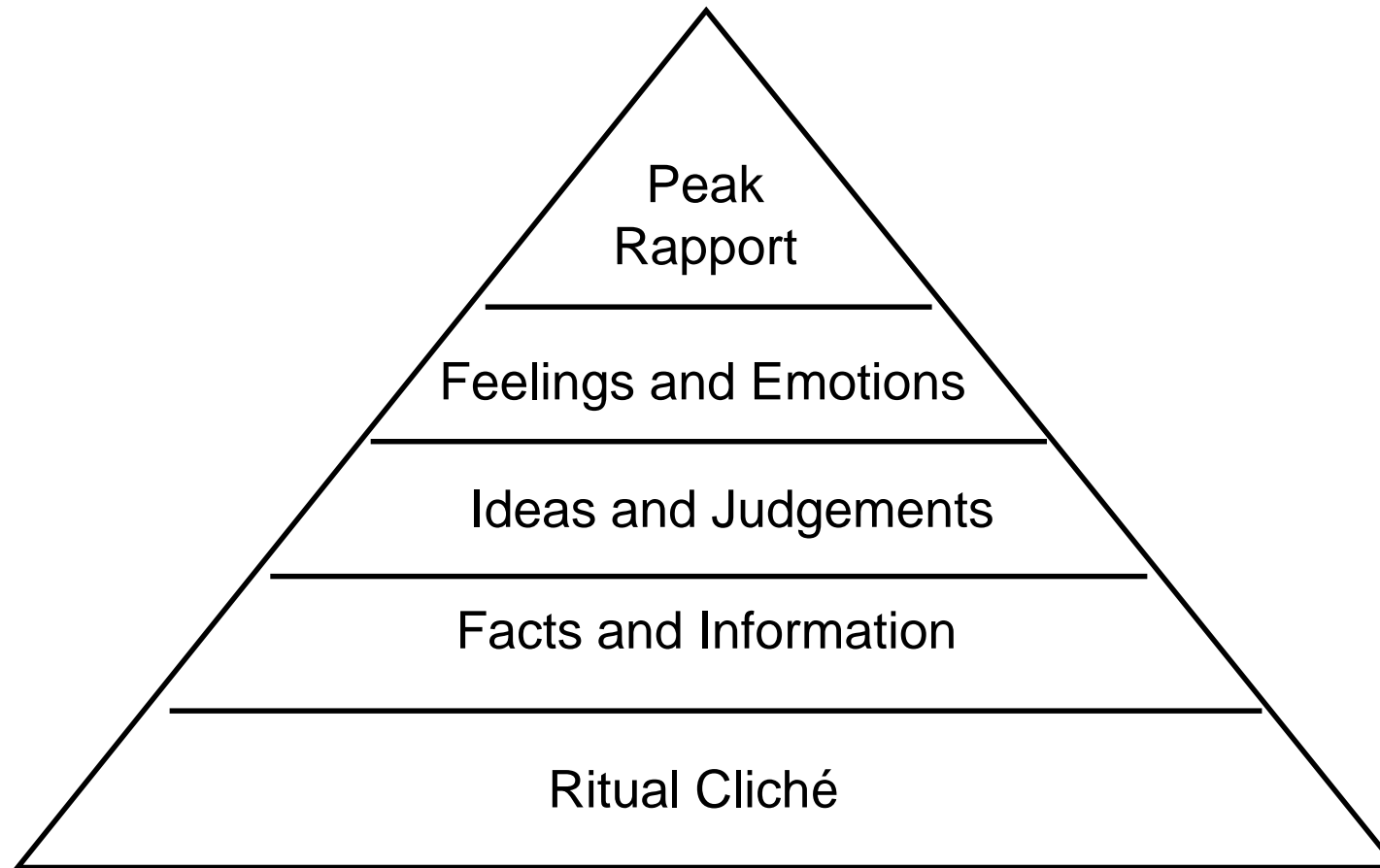
“The communication of one's own attitudes, energy and appearance in order to be professionally perceived by everyone you meet.”

3 Basic rules for Projection – 3 6's

- 1. Top 6 inches – Your Face – Attitude**
- 2. Bottom 6 inches – Your Shoes – Appearance**
- 3. First 6 words you say - Energy**

Communication triangle

Move beyond facts and information

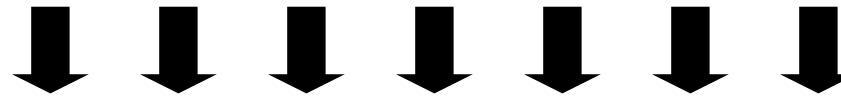


Questioning Funnel

Open

Tell me
Describe for me
Talk to me about...

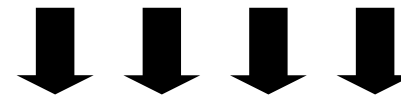
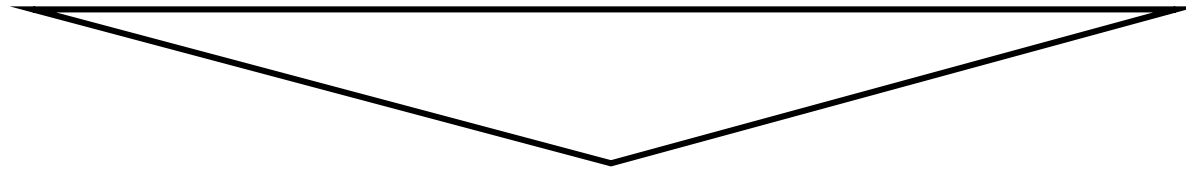
General Information



Specific Information

Probing

Who, What, When,
Why, How



Closed

Do you like this moulding?

Customer Needs



Jo Palmer GCF (APF) Adv
The Framing Lot, Dawlish

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Aesthetics

Create the right environment to make customers feel at ease

01

Lighting

- Daylight bulbs, now available cheaply in LED format, render colors accurately
- Ensure products look their best and colour choice is accurate
- Create style in your shop with interesting lights

02

Design Bench

- Get the height right to ensure a comfortable customer experience
- Do not clutter bench with too many sales tools, samples and paperwork
- Have paperweights on hand to hold down artwork

03

Walls

- Display a varied set of chevron samples but not too many – customer can be overwhelmed with too much choice
- Do not select mouldings just on price, customers will pay for quality and style!

04

Shop Front

- How does your shop look from the other side of the street – does it make you want to pop in?
- Keep your shop window fresh to attract passing trade



Environment

Put the customer at ease as they shop

1

Interpersonal

- Greet with a cheery hello
- Quick discussion of local issues to build rapport
- How did they hear about your shop or were they passing

2

Comfortable

- Drawing and activities for children to keep them amused
- Chairs on hand for elderly or those that need it
- Hot and Cold drinks to relax in other area

3

The Story

- Compliment the items they place before you
- Ask about the story behind the work
- Customer comments will give you ideas and inspiration

Price

Don't start by asking how much the customer wants to spend!



Leave price until the end of the sale



Explore framing options before price



Do not judge what people can afford – NEVER PRESUME



Quality is worth paying for



If you like it list it – Do not buy mouldings just based on price

Questions

How to find the right information to recommend styles



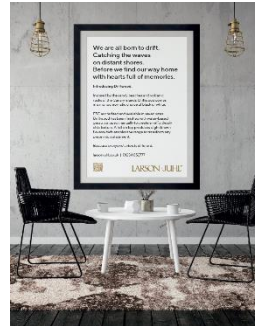
Where will it hang?

Different rooms need different frames

In a kitchen what is the colour and finish of units?

In an office, is it a reception area, work space or boardroom?

Are offices minimalistic, funky or traditional?



Décor & Style

Décor, style and colour of the room

Colour of sofa and curtains

How will the art and frame work with current décor?

Will it blend in or stand out?



Taste

Modern or traditional tastes

Light or dark tones

What other frames are already on the walls?

If the frame is a gift, is it for a significant event?



Standards

Fine Art Trade Guild 5 Levels of Framing

Mountboard standard

UV and AR glass requirements

Techniques to use

Choice

Keep a close eye on customer reactions

Review your range

It can be difficult to find time to review ranges, however, it is important to freshen up and move with design trends

Put aside time quarterly to have a good review of your range and ask others for advice too!

Involve the client

It is important to involve the client and make them feel the decisions are their own

Compliment them on their good taste. "That's an excellent idea" "Your right – that's really going to work"

The Unsure Customer

Often a customer needs reassurance when they say "I am not sure"

Show them a couple of similar options and they will often choose the first one! The alternatives serve to confirm the original choice was right

Reaction to mouldings and mountboard

If the customer pauses, what aspect of the design don't they like? Is it the proportions, colour or pattern? Often easier to find what they don't like – to get to what they want.

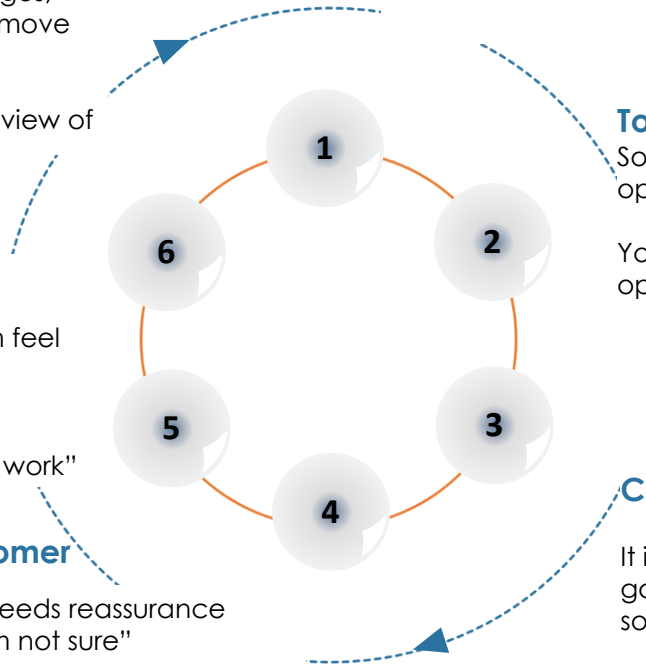
Too much choice

Some framers never offer more than 3 options as too much choice is confusing

You may need to work through a range of options. Keep shortlisted items to 1 side

Curveball options

It is useful to throw in a wacky option to gauge customers reaction for something different



Time Well Spent

Pricing your time into your business model

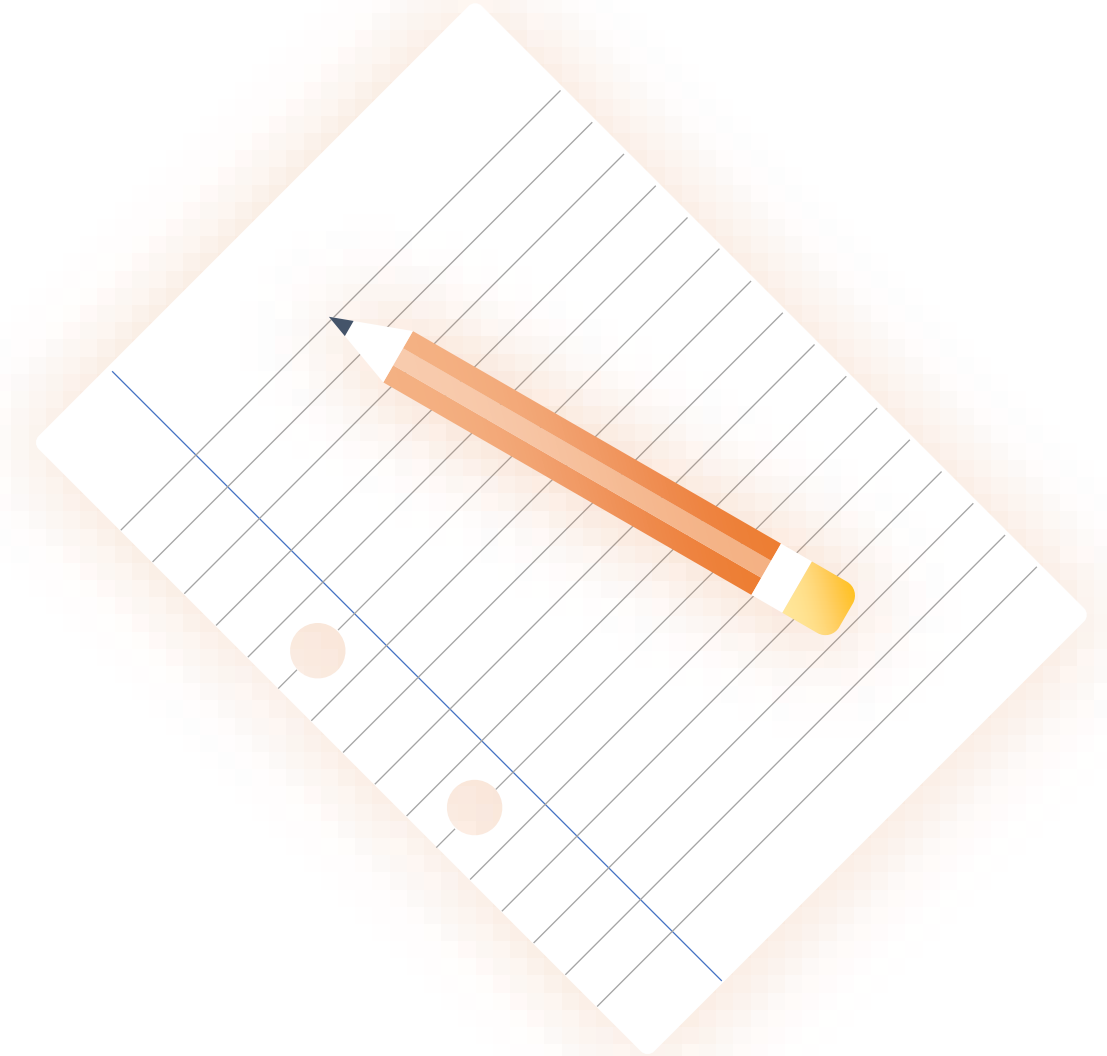
- All this working with the customer sounds time consuming, but it doesn't need to be. Once you know what questions to ask and how to read customers reactions, the design process will run smoothly
- Your labour charge should cover time spent talking to customers. Your clients are paying for your design advice so build it into the price
- Frame pricing software helps you to determine what your charge for labour should be
- Adjust your pricing to properly account for labour involved in specialist services such as hand finishing on bare woods or textiles



Manage Inappropriate Decisions

Is the customer always right?

- Framers sometimes have to manage situations where customers design request is inappropriate
- Be honest if it does not look right and try to steer them to a better choice
- You can't tell them the idea is awful, of course, so acknowledge views and show them other options
- Some people have very singular taste though so be prepared to compromise on your OWN opinions – it will hang on THEIR wall, not YOURS
- If you're asked to do something you're not happy with then don't be afraid to turn down the job or ask them to sign a disclaimer



Appointment Setting

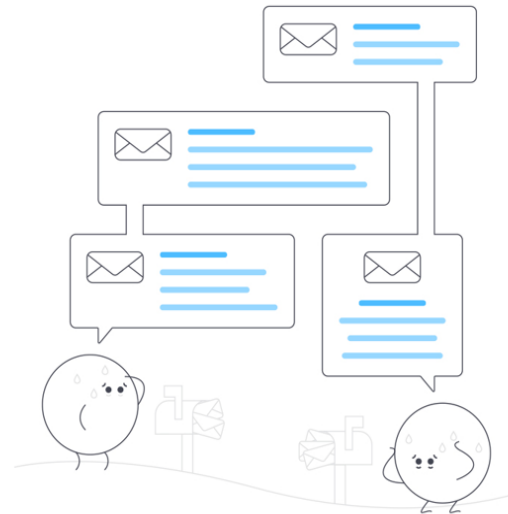
How to adjust to business after COVID-19

Calendly helps you schedule meetings without the back-and-forth emails

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Get started for free. No credit card required.



**Play your part
stay 2 metres apart**



Social Distancing

**Protect yourself
and others**



Questions & Answers

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